

SenesTech Launches Evolve™ Mouse

A Revolutionary Soft Bait to Control Mouse Populations

PHOENIX, May 2, 2024 /PRNewswire/ -- [SenesTech, Inc.](#) (Nasdaq: SNES; "SenesTech" or the "Company"), the leader in fertility control to manage animal pest populations, today announces that the Company has launched Evolve™ Mouse, utilizing a breakthrough fertility control solution, for the control of mouse infestations. Evolve Mouse is designated as a 'minimum risk' product by the U.S. Environmental Protection Agency, posing little to no risk to human health and the environment. The Company will be accepting orders as of Monday, May 6th, for shipment on or before May 15th.

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Evolve Mouse will initially be available to consumers and professionals in 1.5 and 3 lb. pouches on the Company's website, through distributors, and through other select e-commerce and retail stores.

One of the Company's lead distributors and online retailers, DIY Pest Control, has already committed to a sizable preorder and will immediately add Evolve Mouse to their website offerings.

"Evolve Mouse is a much needed extension of the Evolve product line into an underserved market. We would expect the market for a mouse product would at least double the addressable market for the Evolve product line," said Fletcher Cline, President of DIY Pest Control.

The launch of Evolve Mouse follows SenesTech's introduction of Evolve at the beginning of the year, which is specially formulated for rats. The Evolve product line is the industry's only soft bait product line to control rodent populations by restricting fertility.

"The historical lethal methods for rodent infestations are failing because the existing tools are not enough. We know that controlling the population by adding fertility control to an integrated pest management program increases effectiveness by up to 90 percent. The Evolve product line provides consumers and professionals with effective and convenient options for the control of rodent pests," said Joel Freundt, SenesTech's President and CEO.

The Evolve products address the fundamental issue of rodent overpopulation by focusing on the rapid reproduction of rats and mice, controlling the population by restricting fertility rather than trying to keep up with the growing numbers of an infestation with poisons alone. The active ingredient in the Evolve product line has been shown to effectively reduce fertility in rodents in numerous independent studies. Evolve products are highly palatable, easy to deploy, and offers diverse placement in many different environments.

It has been estimated that U.S. rodent pest management product sales, over half of which target mouse infestations, are more than \$1 billion annually and are growing. At the same time, regulators in California and other areas are putting more restrictions on the application of commonly used poisons, leading consumers and pest managers to seek new methods for control and ease of purchase options.

"We're not just offering a product; we're offering a solution to a growing crisis," emphasizes Mr. Freundt. "Evolve Mouse isn't just about control—it's about reclaiming our spaces from the relentless invasion of mice."

About SenesTech

We are committed to improving the health of the world by humanely managing animal pest populations through our expertise in fertility control. We invented ContraPest, the only U.S. EPA-registered contraceptive for male and female rats, as well as Evolve and Evolve Mouse, EPA-designated minimum risk contraceptives for rodents, reflecting our mission to provide products

that are proactive, safe and sustainable. ContraPest and Evolve fit seamlessly into all integrated pest management programs, significantly improving the overall goal of effective pest management. We strive for clean cities, efficient businesses and happy households – with a product designed to be humane, effective and sustainable.

For more information visit <https://senestech.com/>.

Safe Harbor Statement

This press release contains "forward-looking statements" within the meaning of federal securities laws, and we intend that such forward-looking statements be subject to the safe harbor created thereby. Such forward-looking statements include, among others, our belief that as a society, we are losing the war on rodent infestations, particularly with rats and mice, because the existing tools are not enough; and our belief that with the addition of a mouse product, we will more than double our addressable market. Forward-looking statements may describe future expectations, plans, results or strategies and are often, but not always, made through the use of words such as "believe," "may," "future," "plan," "will," "should," "expect," "anticipate," "eventually," "project," "estimate," "continuing," "intend" and similar words or phrases. You are cautioned that such statements are subject to risks, uncertainties and other factors that could cause actual results to differ materially from those reflected by such forward-looking statements. Such factors include, among others, the successful commercialization of our products; market acceptance of our products; our financial performance, including our ability to fund operations; our ability to regain and maintain compliance with Nasdaq's continued listing requirements; regulatory approval and regulation of our products; and other factors and risks identified from time to time in our filings with the Securities and Exchange Commission, including our Annual Report on Form 10-K for the fiscal year ended December 31, 2023. All forward-looking statements contained in this press release speak only as of the date on which they were made and are based on management's assumptions and estimates as of such date. Except as required by law, we do not undertake any obligation to publicly update any forward-looking statements, whether as a result of the receipt of new information, the occurrence of future events or otherwise.

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